MADISON, WISCONSIN

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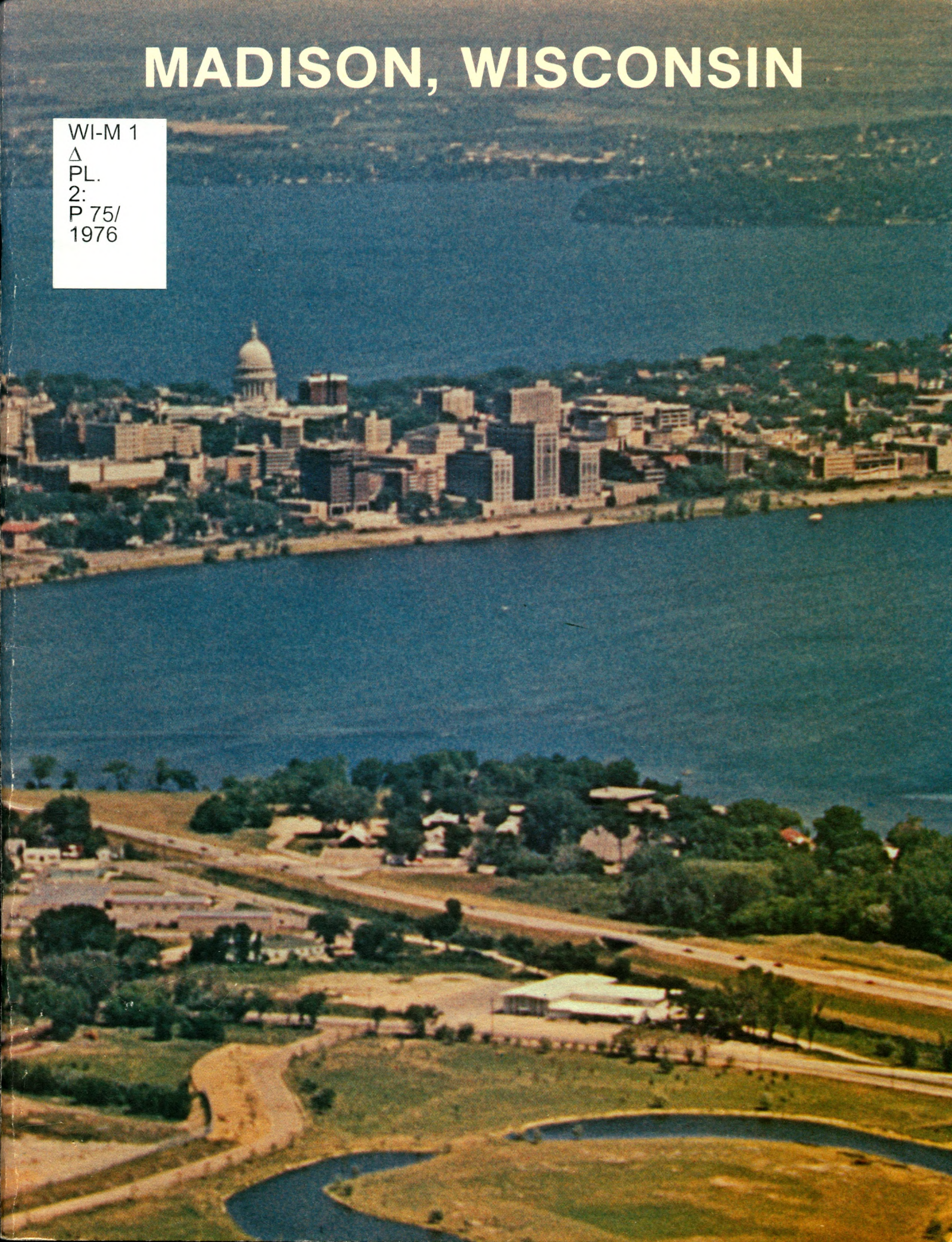

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1976 Community Profile

The Community Profile is intended to answer general questions and provide information about Madison, Wisconsin. Answers to specific questions will be provided upon request. The City employs an Economic Development Coordinator whose primary job is to provide personal assistance to anyone expressing interest in commercial or industrial development in Madison, Wisconsin. Assistance will be provided in whatever detail is requested. Complete information concerning vacant land and buildings is kept available at all times to provide a wide selection of sites and facilities. Upon receiving a request, the coordinator will select all sites or buildings which fit the needs of the inquirer, and if desired, forward this information and arrange for personal inspections. Should there be a lack of existing buildings which meet the requirements of the inquirer, the Coordinator will obtain construction costs or lease figures based on the requirements presented to him.

Once a site or building has been selected, the Coordinator will continue to work with the development until the facility is occupied. The Coordinator has a working knowledge of the zoning and subdivision requirements. He will walk hand in hand with the principals through the City Hall red tape and provide any further personal assistance possible, all at no cost.

For Personal Assistance Contact

Joel Peterson

Economic Development Coordinator

City Planning Department
210 Monona Avenue
Madison, Wisconsin 53709
(608) 266-4635

The preparation of this publication was financed through a Comprehensive Planning Grant from the U. S. Department of Housing and Urban Development. City of Madison, Wisconsin Project No. CPA-WI-05-39-1042.

General Information

Population:

	City	County
1960	126,706	222,095
1970	171,769	290,272

Madison is the capital of Wisconsin and its second largest city.

Distance To:

Chicago	142 miles
Milwaukee	79 miles
Minneapolis	256 miles

Elevation:

845.6 feet above mean sea level

Topography:

Rolling

Climate:

Average mean temperature is 44.90°. The average temperature for July is 71.10°, and January is 18.00°. Annual average precipitation is 30.16 inches. The wind is out of the southwest in the summer and out of the northwest in the winter.

Area of City:

51.93 square miles.

Local Government:

Form of government: Mayor - Aldermanic
Classification of City: 2nd class
Zoning regulations: Yes, revised July, 1966
Master comprehensive plan: Yes
Postal Service: Once daily, except Sundays
Class of post office: 1st class
Fire insurance rating: 3

Details of Bonded Indebtedness

(Date: December 31, 1975)

Long-term Indebtedness:	A. **School Purposes**	B. **Other Purposes**
General obligaton bonds:	$27,567,000	$20,183,000
Other long-term debts	42,130	16,214,764

December 1975

Taxes

Values for Tax Levy Purposes

	Recommended Full Value	Assessment	Net Ratio	Assess. Tax Rate	Net Full Value Tax Rate
Real Estate	1,951,392,900	1,214,404,390	62.2	44.43	28.88
Personal Property	317,233,780	197,018,980	62.2	44.43	28.88
TOTALS	2,268,626,680	1,411,423,370	62.2	44.43	28.88

Tax Rate Division:

	Rate/$1,000	Percent of Total
State Tax	.32	.617
Library	1.28	2.466
County Tax	4.73	9.114
Met. Sewer	—*	—*
City Tax	14.25	27.457
Vocational School	1.88	3.622
School Tax	29.44	56.724
TOTAL	51.90	100.00
STATE CREDIT	-7.47	-14.39
NET TAX RATE	44.43	85.61

To determine real estate taxes; value on land and buildings of $50,000 assessed at 65% equals $32,500 times net mill rate of $44.43 per $1,000 of assessed value equals net tax of $1,443.97.

To determine personal property tax; example of furniture and fixtures purchased in 1973 for $10,000.

	$10,000,000
3 yr. depreciation at 10% per yr.	3,000.00
balance	7,000.00
equalization	X 75%
	5,250.00
gross mill rate per $1,000	51.90
Gross Tax	272.48
State Credit	39.23
NET TAX	$ 233.25

To determine inventory tax; inventory cost $10,000 times equalization of 65% equals $6,500.00 assessment at gross mill rate of $51.90 per $1,000 equals a gross tax of $337.35 State Credit of 80% equals $269.88; therefore, net inventory tax is $67.47.

*The City of Madison no longer levys a tax for the metro sewer district. This charge is placed directly against the individual user and billed as a part of the normal water and sewer bill.

December, 1975

Industrial Revenue Bonds

The State of Wisconsin in 1969, adopted the Wisconsin Industrial Revenue Bond Act (66.521 of the Wisconsin Statutes). The constitutionality of the act was affirmed by the State Supreme Court in the case of STATE EX REL HAMMERMILL PAPER COMPANY V. LAPLANTE, 58 Wis. 2nd 32, issued April 9, 1973.

This important decision opens the door to industrial revenue bond financing of industrial projects in Madison and improves the state's competitive position in respect to the many states that have taken advantage of this method of financing industrial growth.

Basically industrial revenue bonding is straightforward in concept. To serve the public purposes of promoting industrial development, greater employment opportunity and broadening the tax base, a municipality may authorize the use of Revenue Bonds. The proceeds are used to acquire or construct an industrial facility, which in turn is leased on a "net basis" to an industrial concern. The rent received by the municipality under the lease equals the amount necessary to pay off the principal and interest on the bonds. When the bonds are paid off the facility is usually sold to the industrial concern at a nominal price.

Industrial revenue bonds can be used to finance new plants, to expand existing plants and to purchase machinery and equipment. The company can, after agreement with the municipality, go ahead and build the facility and install the equipment. When completed, the facility is sold to the municipality and leased back to the company. The company obtains its own construction financing and at the time the plant is sold to the municipality the bonds are issued and the proceeds paid to the company which in turn pays off the construction financing.

The City of Madison has taken the first step by adopting a general resolution expressing Madison's willingness to consider approving and marketing industrial revenue bonds to qualified industry. To date Madison has approved four initial resolutions for projects totaling $4,300,000 and approved two final resolutions in the amount of $600,000.

During the time period from April 30, 1973 to February 29, 1976, communities in Wisconsin have approved initial resolutions for 112 projects totaling $944,767,000 and 167 final resolutions totaling $272,400,000. These projects are located in 137 communities in 57 counties.

Tax Advantages for Wisconsin Business

On Wisconsin's last two biennial budgets, the following dramatic new tax advantages for Wisconsin industry and business have become law:

(1) The elimination of property taxes on manufacturing machinery and equipment.

(2) The increase in inventory tax exemption from 65% in 1973 to the present 80%.

(3) Increased state aids and credits are contributing significantly to reduced property taxes. In 1972, property taxes totaled $1,127 million. The total declined to $1,094 million in 1973 and to $1,023 million in 1974.

(4) Wisconsin companies doing an appreciable amount of business out of state continue to enjoy the double weighting of the sales factor in the apportionment formula which was begun in 1973.

(5) Sharply increased expenditures for pollution control equipment benefited by the elimination of the 4% sales tax on such equipment.

(6) An income tax credit effective for tax returns filed for 1972 on a portion of the sales tax paid on fuel and electricity used in manufacturing resulted in savings of $1,200,000 to industry in fiscal year 1973. Further changes in the law allowing a tax credit of the total cost of the sales tax on fuel and electricity used in producing goods saved industry $9,600,000 in fiscal year 1974.

Two years ago tax savings as a result of the new legislative programs established Wisconsin as the most advantageous location for manufacturers among Great Lakes and Midwest States. The tax figures for Wisconsin and five of our neighboring states have been updated and the results show that **Wisconsin, as 1975 draws to a close, is still the most advantageous location.**

December 1975

Income and Buying Power

Cash Income per Household—Dane County		City of Madison
$ 0 - $ 2,999	8.7	9.7
3,000 - 4,999	7.6	7.7
5,000 - 7,999	17.7	17.7
8,000 - 9,999	13.7	13.5
10,000 - 14,999	22.9	23.0
15,000 - 24,999	29.4	28.4

Effective Buying Income—Dane County

Net Dollars	$1,577,160,000
% of USA	.1667
Per Household	15,136
Per Capita	5,112
US Rank	114

Total Retail Sales—Dane County		City of Madison
Total	941,871,000	568,165,000
% of USA	.1665	.1105
US Rank	105	NA

Retail Sales Breakdown—US Rank—Dane County			City of Madison
125	Food	192,131,000	118,708,000
78	Eating & Drinking Places	84,011,000	
100	General Merchandise	163,706,000	144,051,000
104	Apparel	49,975,000	
94	Furniture, Household Appliances	39,293,000	23,346,000
110	Automotive Dealers & Store Sales	171,317,000	96,263,000
93	Gas Stations	68,456,000	
100	Lumber, Bldg., Hardware	41,637,000	
86	Drug	25,527,000	19,012,000
95	Dept. Store Sales	135,821,000	
122	Super Market Sales	182,608,000	

Trade Services

Retail Stores: 2,385
Shopping Centers: 21
Per Household Retail Sales: $8,505 Ranking 66
Hotels: No. 13 units 1,535
Motels: No. 34 units 1,000

December, 1975

Major Employers By Product

Company	SIC	Employees
Electrical Machinery, Equipment and Supplies		
ESB, Inc. (Ray-O-Vac)	3692	830
Food and Kindred Products		
Oscar Mayer Company	2011	4,000
Gardner Baking Company	2051	275
General Contractors		
Orville Madsen & Son, Inc.	1510	150
J. H. Findorff	1510	250
Machinery Except Electrical		
Research Products Corp.	3564	300
Dairy Equipment Mfg. Corp.	3443	570
Primary Metal Industries		
Madison-Kipp Corp.	3361	530
Printing, Publishing and Allied Industries		
Madison Newspapers, Inc.	2711	425
Webcrafters, Inc.	2752	315
Professional, Scientific and Controlling Instruments		
Ohio Medical	3841	735
Retail Trade		
Wolff Kubly & Hirsig Co., Inc.	5250	88
Harry S. Manchester, Inc.	5310	475
Sears Roebuck & Co.	5310	525
Gimbel Brothers, Inc.	5310	636
J. C. Penneys	5310	318
Prange	5310	526
Eagle Discount Supermarkets	5410	200
C & P Shopping Center, Inc.	5410	220
Rennebohm Drug Stores, Inc.	5910	500
Copps	5310	225
Services		
American Automobile Association	8690	140

December, 1975

Electricity and Gas

Electrical and Gas Suppliers: Madison Gas and Electric
100 North Fairchild Street
Madison, Wisconsin

Electrical - Residential Service

		Winter	Summer	
Fixed charge and minimum bill	per month	$1.90	$1.90	*
First 100 Kwh. per month	per Kwh.	.0284	.027	*
Next 400 Kwh. per month	per Kwh.	.027	.027	*
Next 500 Kwh. per month	per Kwh.	.0216	.027	*
Over 1,000 Kwh. per month	per Kwh.	.018	.027	*

Electric - Commercial Lighting and Power

Energy Charge:

First 500 Kwh. per month	per Kwh.	$0.0275	*
Next 9,500 Kwh. per month	per Kwh.	.022	*
Next 40,000 Kwh. per month	per Kwh.	.019	*
Over 50,000 Kwh. per month	per Kwh.	.017	*

Demand Charge and Minimum Bill:

		Winter	Summer
First 10 Kw. or less of demand	per month	$2.30	$2.30
Next 490 Kw. of demand	per Kw./month	2.85	3.20
Next 500 Kw. of demand	per Kw./month	2.55	3.00
Over 1,000 Kw. of demand	per Kw./month	1.80	2.50

Electric - Standard Power

Energy Charge:

First 500 Kwh. per month	per Kwh.	$0.0285	*
Next 9,500 Kwh. per month	per Kwh.	.019	*
Next 40,000 Kwh. per month	per Kwh.	.0165	*
Over 50,000 Kwh. per month	per Kwh.	.015	*

Demand Charge and Minimum Bill:

		Winter	Summer
First 10 Kw. or less of demand	per month	$3.50	$4.00
Next 190 Kw. of demand	per Kw./month	2.80	3.10
Next 800 Kw. of demand	per Kw./month	2.00	2.45
Over 1,000 Kw. of demand	per Kw./month	1.40	2.45

*Subject to fuel adjustment clause.

Winter - Summer Rates

Summer rates apply for a period of approximately 120 days starting with meters read June 16.

*Pending a P.S.C. decision on a permanent rate request, interim rates imposed will increase all electric energy rates above by 0.477¢ per kilowatt-hour.

December 1975

Gas - General Service Rate

Fixed charged and minimum bill	per month	$1.00	*
First 2,000 cu. ft. per month	per 100 cu. ft.	.168	*
Next 3,000 cu. ft. per month	per 100 cu. ft.	.158	*
Next 195,000 cu. ft. per month	per 100 cu. ft.	.1285	*
Over 200,000 cu. ft. per month	per 100 cu. ft.	.111	*

Gas - High Priority Interruptible Gas Service

First 100,000 cu. ft. per month	per 100 cu. ft.	$0.12	*
Next 400,000 cu. ft. per month	per 100 cu. ft.	.095	*
Over 500,000 cu. ft. per month	per 100 cu. ft.	.089	*

Gas - Interruptible Commercial and Industrial Gas Service

(Minimum monthly charge - $500.00)

First 500,000 cu. ft. per month	per 100 cu. ft.	$0.10	*
Next 9,500,000 cu. ft. per month	per 100 cu. ft.	.08	*
Over 10,000,000 cu. ft. per month	per 100 cu. ft.	.0715	*

Gas - Large Volume High Load Factor Firm

Annual Demand Charges $5,538.00 (Payable — one-twelfth monthly)

First 1,000 Mcf. per day or less of contract demand	$68,640./yr.
Over 1,000 Mcf. per day of contract demand	$57.60/MCF.

Commodity Charge: $0.487/MCF.

Gas - Interruptible Boiler Fuel

Rate:

First 1,500,000 cu. ft. per month @8.70¢ per 100 cu. ft.
Over 1,500,000 cu. ft. per month @5.70¢ per 100 cu. ft.

*Subject to pipeline adjustment clause

NOTE

Gas service for new commercial and industrial customers is currently limited to 10,000 Mcf. annually or 100 Mcf. per peak day.

*A surcharge of 7.33% is to be applied to all gas bills, including the Purchased Gas Adjustment.

December, 1975

Sanitary Sewers

The City of Madison maintains a complete collection system of local sanitary sewer mains. Semi-annual charges are made as part of the water billing. The rate for 1976 is:

$0.2538 per 100 cf. of sewage contributed

The City of Madison has no predetermined charge established for the installation of sanitary sewers. The cost for this service will vary according to topography, soil, size of main, and any previous assessments against the property. However, an example of the cost involved would be:

8" main in unimproved street	- Approximately $9.00 per frontage foot.
6" lateral unimproved street	- $500.00 from main to property line only.
6" lateral improved street	- $900.00 from main to property line only.
6" lateral off right-of-way	- Approximately $9.00 per foot from property line to building.
8" main in improved street	- $75.00/linear foot.

In addition to the above charges, the Madison Metropolitan Sewerage District, which collects and treats sewage from the City of Madison, levies a one time assessment of $4.53 to $15.27 per 1,000 sq. ft. depending on the site location within the sewerage district.

Once a site or specific area has been selected then a more detailed estimate can be made taking into account all of the previously mentioned variables.

Storm Sewers

Charges for drainage of building sites and parking lots (usually applicable to non-residential projects) into the city's storm sewer system is $10.00/1,000 sq. ft. of impervious area (roofs and parking lots). This charge is applicable to all building sites which have five (5) or more off-street parking spaces. Sites of less than 10,000 sq. ft. MAY BE permitted to drain over the sidewalk with the provision that the site shall be graded so that the resultant flow shall be distributed over at least 10 linear feet of sidewalk. However, the above charge will be collected even though a connection to a city storm sewer is not made.

December, 1975

Water

The City owned utility has a capacity of 65 million gallons per day with a temperature of 49° and hardness of 19.2 grains per gallon or 328 parts per million.

Chemical Analysis of Water	MG. Per Liter
Alkalinity	301.
Calcium	67.
Chlorides	8.1
Fluorides	0.17
Iron	.18
Magnesium	39.
Manganese	.06
Nitrites & Nitrates	1.3
Sodium	5.46
Sulfates	20.5
Total Dissolved Solids	372.

Number of Wells: 27, average depth 705 feet. Average daily pumpage 30,500,000, maximum daily pumpage 51,119,000.

Assessment Charge: At the present time, the charge on new or previously unassessed water mains is $14.40/lineal foot or $7.20/lineal foot on each side of the street.

Lateral Connection Charge:

Size	Application Services to 8′ from property line
¾″	$ 450.00
1″	600.00
1½″	700.00
2″	800.00
3″	900.00
4″	1,000.00
6″ and Over	At Cost

Rates: Service Charge for 6 months:

⅝ inch meter - $ 4.90	3 inch meter - $ 64.00
¾ inch meter - 7.00	4 inch meter - 110.00
1 inch meter - 12.00	6 inch meter - 234.00
1½ inch meter - 20.00	8 inch meter - 400.00
2 inch meter - 32.00	10 inch meter - 600.00

Commodity Charge for 6 months:

Fist 50,000 cu. ft.	- .17¢ net per 100 cu. ft.
Next 450,000 cu. ft.	- .14¢ net per 100 cu. ft.
Next 1,000,000 cu. ft.	- .11¢ net per 100 cu. ft.
Over 1,500,000 cu. ft.	- 7.6¢ net per 100 cu. ft.

December, 1975

Wage and Salary Rates in Selected Occupations
Madison, Wisconsin

Current Starting Wage Rates

Monthly Rates

	Mean	Range
Engineer		
Electrical	$1305	$1174-1649
Mechanical	1174	913-1820
Industrial	1478	1174-1907
Technician	1000	739-1478
Accountant	1087	913-1478
Programmer II	1087	1000-1305

Weekly Rates

Draftsman	$206	$163-272
Stenographer	135	125-170
Typist	125	115-150
Clerk	125	105-150
Keypuncher	125	115-150
Bookkeeper	135	115-170

Hourly Rates

Truck Driver 1½-4 tons	$4.75	$3.37-6.75
Truck Driver over 4 tons	5.25	4.25-6.75
Packer, Shipping	3.37	2.87-4.25
Laborer, Material Handling	3.75	3.12-4.75
Welders, Arc	4.75	4.25-5.25
Machinists	4.75	4.25-5.25
Mechanic, Maintenance	4.25	3.75-5.25
Assembler	3.75	3.37-4.25
Machine Tool Operator-Production	3.75	3.75-4.25
Tool & Die Maker	5.25	4.75-5.75

Wage rates were provided by courtesy of the Bureau of Research & Statistics, Labor & Human Relations, a division of the Wisconsin Dept. of Industry. Data for the publication "Survey of Wage Rates in Selected Occupations" was collected in October of 1974.

December, 1975

Labor Organizations

Present Labor Organizations:

Plant	Union Organizations
Oscar Mayer & Company	Meatcutters Local 538
Ohio Medical Products	Machinists Local 1406
Ray-O-Vac	Auto Workers Local 1329 and Machinists 1406
Dairy Equipment	Sheet Metal Production 565
Sub Zero Freezer	Sheet Metal Production 565
Many other small plants	

The history of labor-management harmony has been favorable with very few strikes. Oscar Mayer & Company, the largest plant in Madison, has not had a strike since it was organized in 1930.

Zoning

M1 Limited Manufacturing District

The M1 Limited Manufacturing District is established to accommodate non-nuisance type industrial uses located in relative proximity to residential areas. Development is limited to certain commercial uses and certain industrial uses, such as fabrication of materials and specialized manufacturing and research institutions, all of a non-nuisance type.

General requirements for a one-acre site: 43,560 sq. ft.

Floor Area Ratio	2.0 (building could contain 87,120 gross square feet)
Height	no limit - controlled by F.A.R. and yard requirements.
Yards	
Front & side	None required.
Rear	10′ (for one-story building) 30′ (for two or more story building) 0′ (when rear lot line coincides with railroad)
Parking	1 parking stall for each two employees

December, 1975

Housing

Rental

Apartments:	1 bedroom	2 bedroom	3 bedroom
Furnished	120-170	175-250	220-300
Unfurnished	100-150	155-225	190-260
Houses:	**2 bedroom**	**3 bedroom**	**4 bedroom**
Furnished	180-230	200-270	235-350
Unfurnished	140-180	175-235	225-325
Houses for Sale:	**2 bedroom**	**3 bedroom**	**4 bedroom**
	20-25,000	26-46,000	35-65,000

The preceding prices represent the range, and housing may be found both above and below these prices.

Office and Warehousing:

Office rentals within the Madison area vary from $4.00 to $8.00 per square foot depending upon location and amenities offered within the office.

Warehousing rentals vary from $1.10 to $1.85 per square foot net to gross.

Fire and Police Departments:

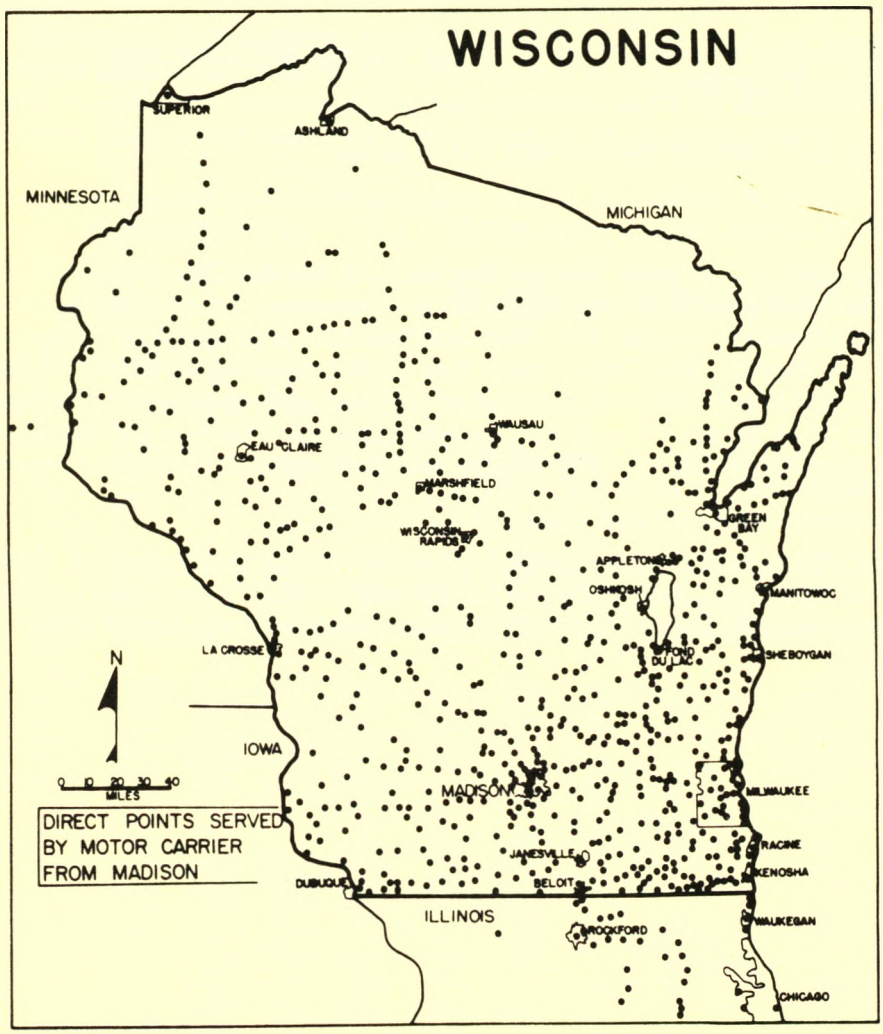
Madison's Fire Department, coupled with a fine water system has earned, for the City, a general fire insurance rating of three. The Department has a force of 265 men with a minimum of 65 on duty at all times, (three shifts) with the remaining off-duty firemen on call. The men operate from 9 strategically located stations throughout the City and one at the Airport. The Department has 24 fire fighting vehicles, 11 service vehicles, and 6 rescue squad vehicles. The rescue squads are staffed with extensively trained paramedics. Madison is the first City in the State to have paramedics in its City ambulances. The Fire Department has established two-way radio communication between its ambulances and the hospital emergency rooms in the area.

The Police Department has a total of 296 men distributed over four shifts who serve 43 sectors, thirty police units patrol between 3:00 a.m. and 7:00 p.m., and at least 42 units are on duty from 7:00 p.m. to 3:00 a.m. Madison's major crime rate is considerably lower than that of other cities of comparable size.

December, 1975

Transportation

Highways:	Interstate 90 and 94 U.S. Highway 12, 14, 18, 51 and 151 State Trunk Highways 30 and 113
Railroads:	Chicago and North Western Railway Illinois Central Milwaukee Road
Trucks:	Madison is served by 30 common carrier truck lines.
Bus Lines:	Twelve bus lines serve Madison with three having daily schedules.
Air:	Northwest, North Central and Ozark provide Madison with approximately 78 passenger flights daily.
Air Cargo:	2 new 18,000 square foot cargo buildings are now serving the Truax Air Terminal. The site work and foundation for a third cargo building is complete and could be available within four to six months. Fast freight service will be available and located in the air cargo complex.



December, 1975

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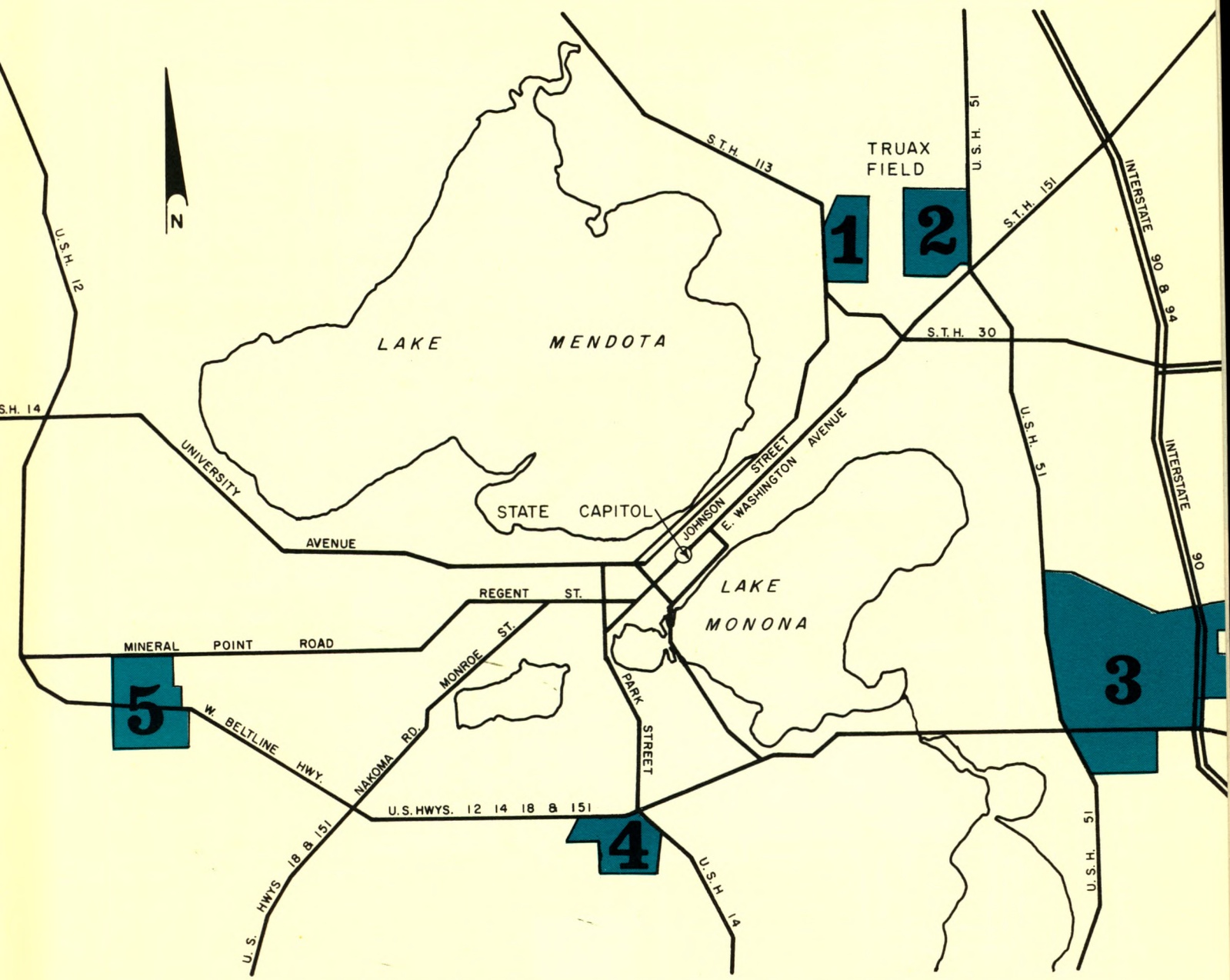


INDUSTRIAL AREA LOCATOR MAP

1 TRUAX AIR PARK WEST

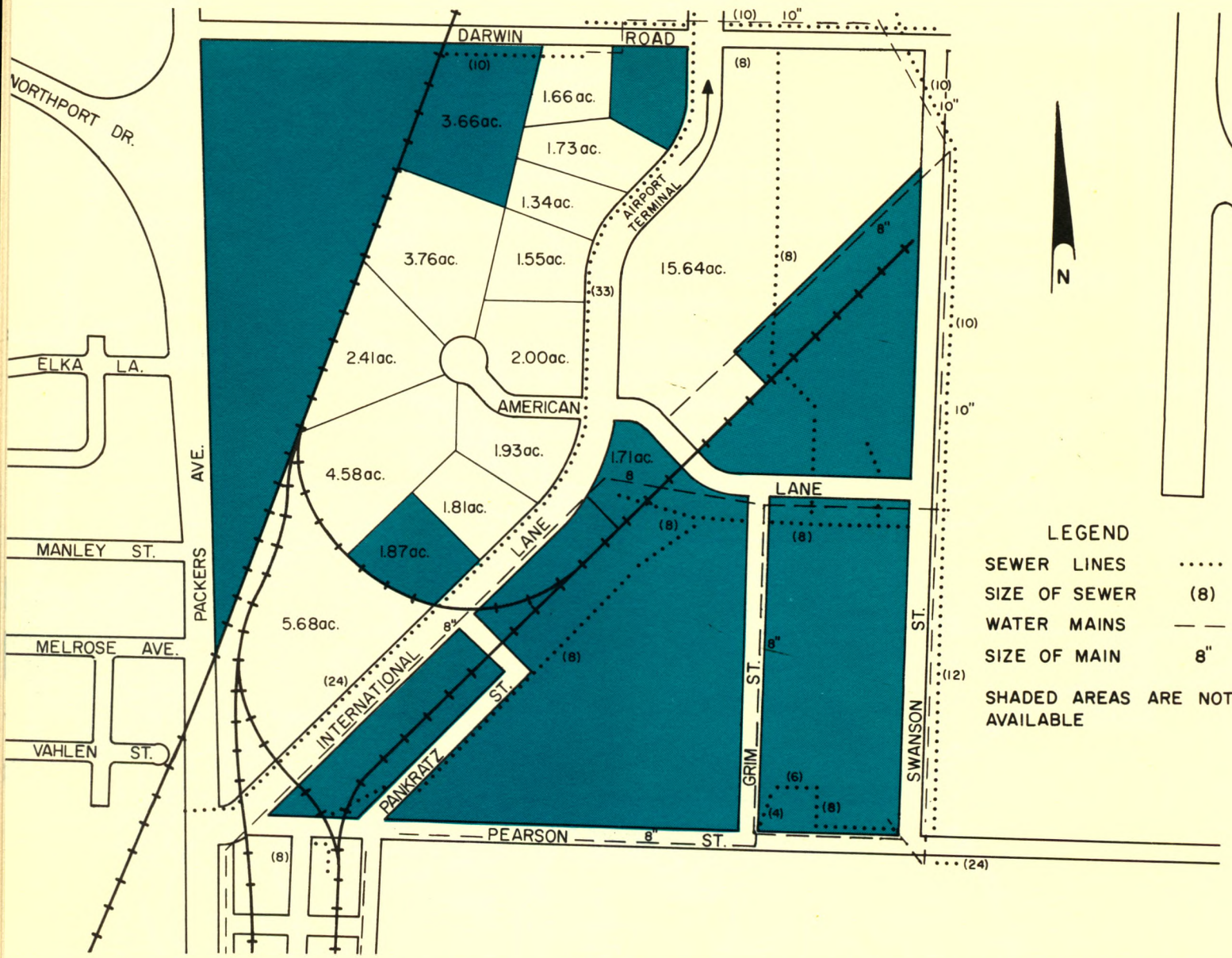
2 TRUAX AIR PARK EAST

3 BROADWAY INDUSTRIAL AREA

4 FISH HATCHERY INDUSTRIAL AREA

5 WEST PARK TOWNE COMM. & IND. AREA

1 TRUAX AIR PARK WEST



a. adjacent to Truax Air Field - a modern municipal airport and Air National Guard base
b. parcels from 1 1/2 to 10 acres in an industrial subdivision
c. utilities available
d. adjacent to residential area
e. city-owned land marketed by the City of Madison
f. ideal for research, office, electronics, aero-space, warehousing, distribution center and airport related uses
g. direct access to Milwaukee Road Railway
h buildings available
i. three miles from Interstate Highway and frontage on State Highway 113
j. protective covenants
k. located on the north side of Madison - four (4) miles from the downtown area and the state capitol

CONTACT:

Joel Peterson, Economic Development Co-ordinator

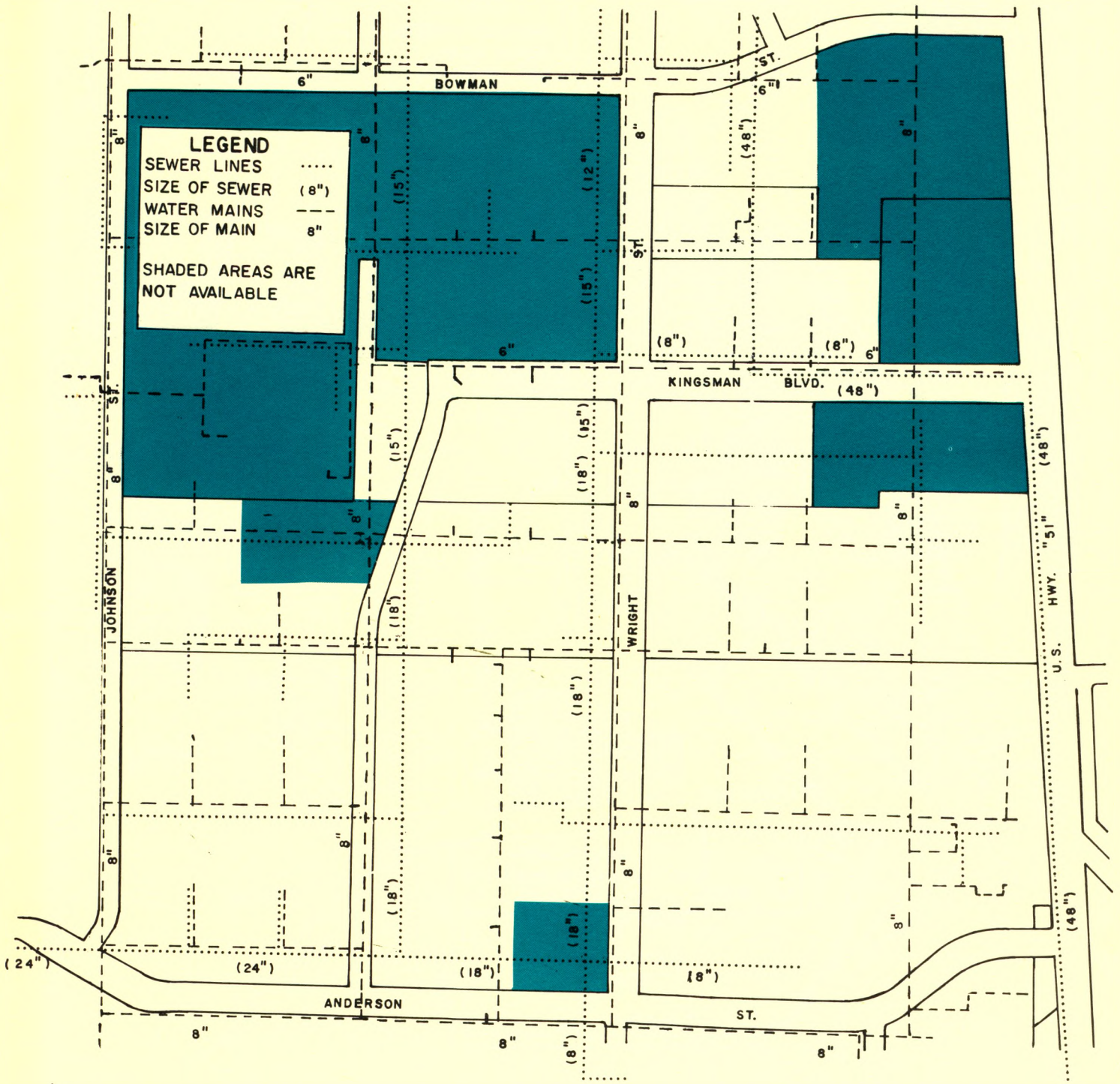
Room 414, City County Building

210 Monona Avenue

Madison, Wisconsin 53709

Phone (608) 266-4635

2 TRUAX AIR PARK EAST



a. located on the east side of the airport
b. parcels available up to 20 acres
c. utilities available
d. ideal for research and development, offices, and warehousing
e. three miles to interstate; frontage on U.S Hwy. 51
f. protective covenants

0 200 400

CONTACT:
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Room 414, City-County Building
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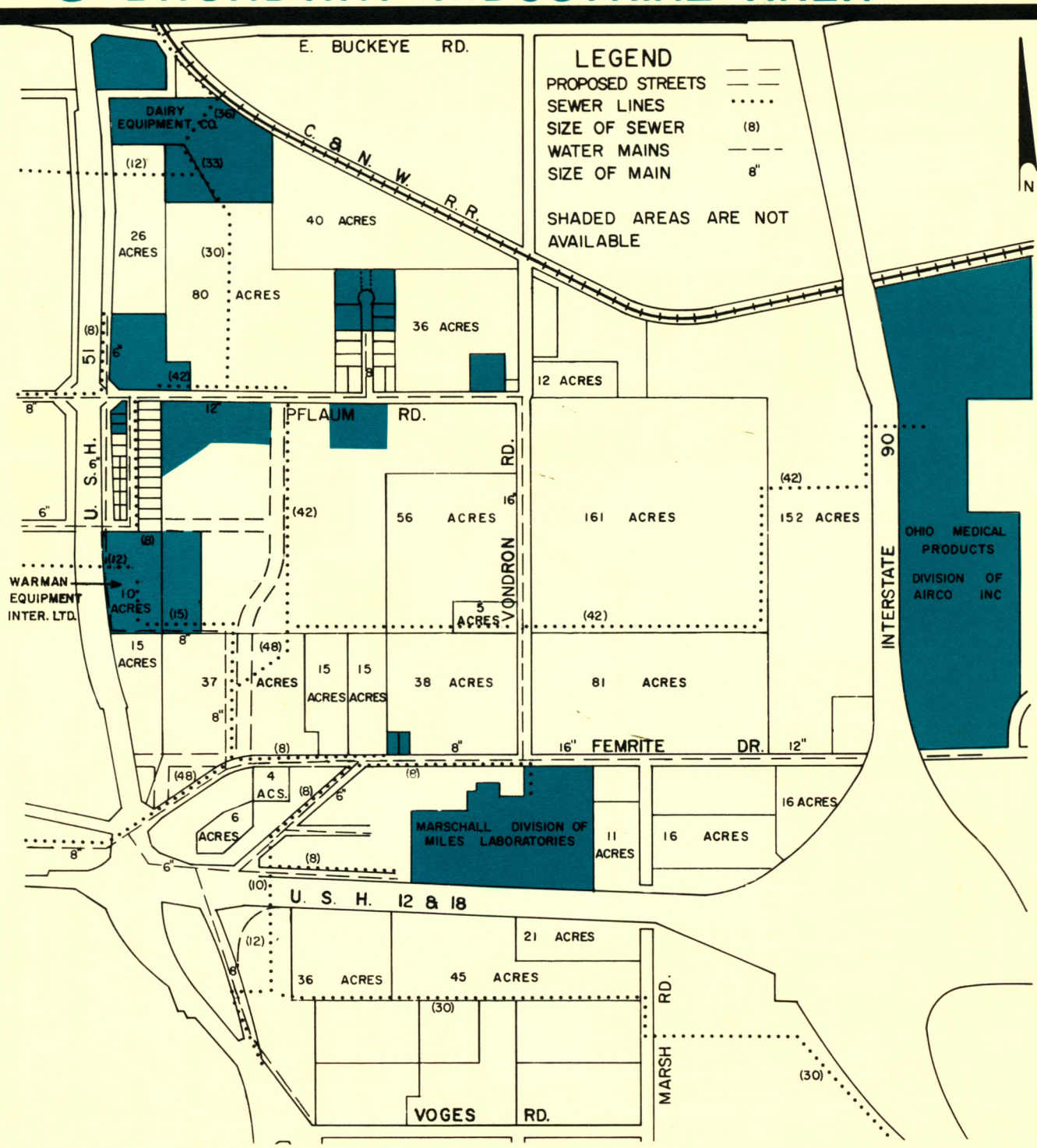
Madison, Wisconsin 53709

Phone (608) 266-4635

3 BROADWAY INDUSTRIAL AREA



a. parcels from 1/2 acre to 250 acres
b. utilities available
c. adjacent to residential area
d. local developers
e. ideal for research and light industry
f. bounded by State highway and Interstate highway system
g. six (6) miles to airport
h. direct access to Chicago and Northwestern Railway
i located on the southeast side of Madison — six miles from the downtown area and the state capitol

CONTACT:

Joel Peterson, Economic Development Co-ordinator
Room 414, City-County Building
210 Monona Avenue
Madison, Wisconsin 53709

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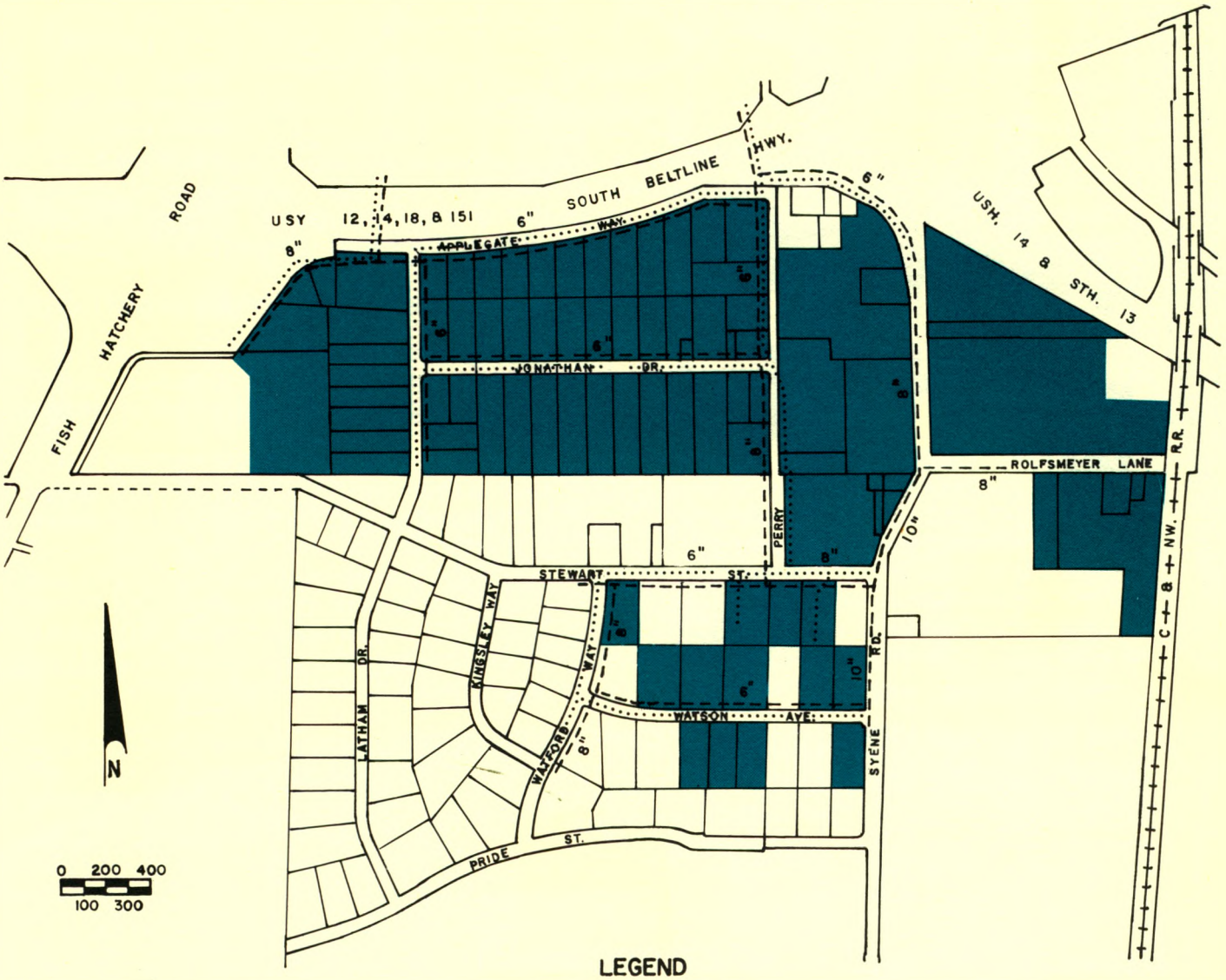
4 FISH HATCHERY INDUSTRIAL AREA



LEGEND

SEWER LINES .....
SIZE OF SEWER (8")
WATER MAINS – – –
SIZE OF MAIN 8"

SHADED AREAS ARE NOT AVAILABLE

a. located on Madisons south side, three miles from downtown.

b. one half to one acre parcels

c. existing utilities serves one half of the area

d. buildings available

e. ideal for manufacturing, warehousing, and distribution

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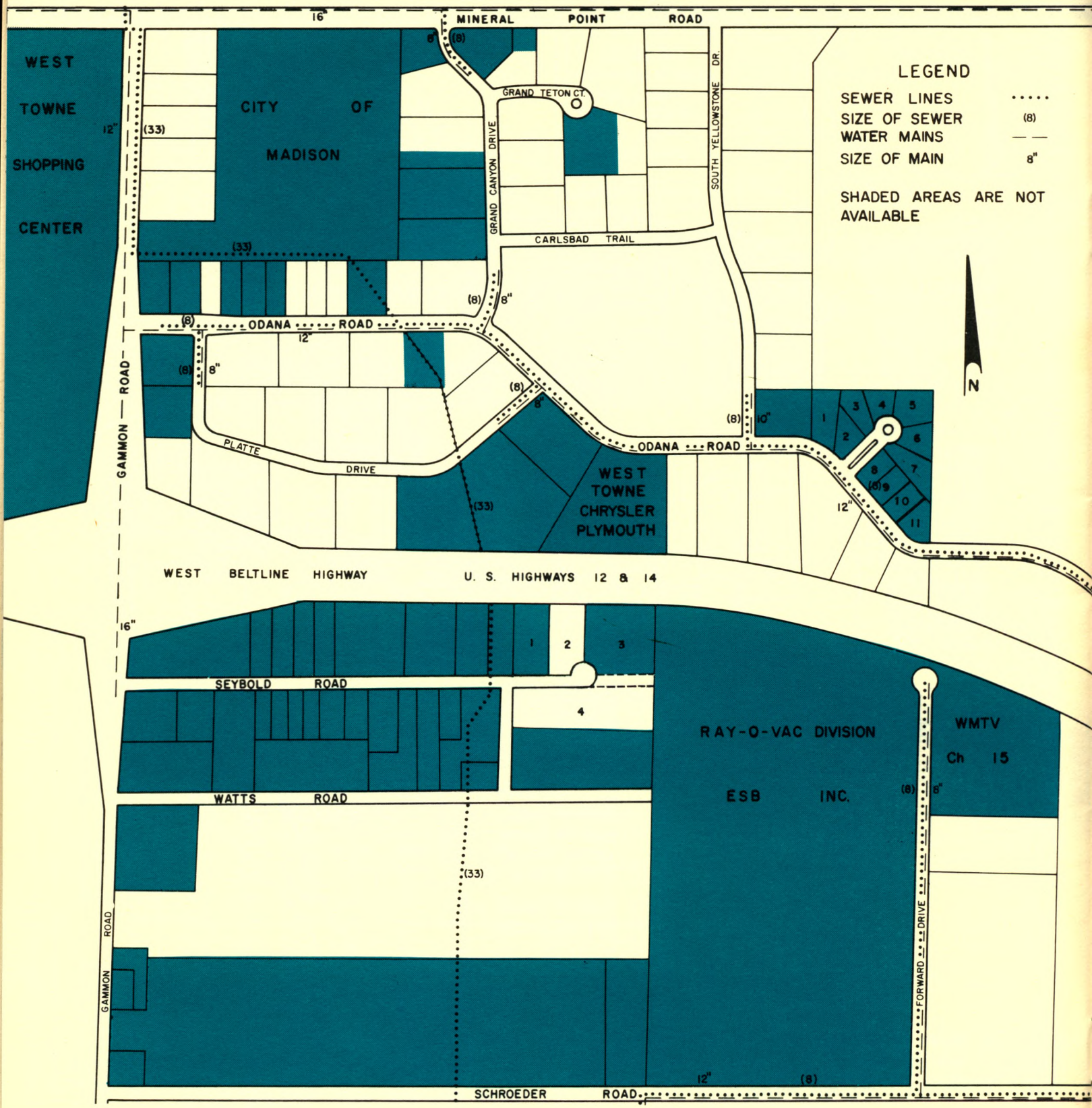
5 WEST PARK TOWN COMMERCIAL AREA



a. parcels from 1/2 acre to 40 acres
b. underground utilities
c. adjacent to residential area
d. local developers
e. ideal for professional offices, research and light industry
f. utilities available with improved streets
g. adjacent to regional shopping center
h. covenants and restrictions
i. located on Madison's west side - six miles from the downtown area and the state capitol

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Education

Madison has one of the finest public school systems in the nation along with parochial schools, trade schools, Technical and Business Colleges, and the University of Wisconsin. The Madison campus of the University of Wisconsin is termed, "The world's most beautiful campus." The University serves the state through teaching, research, and public service.

The University of Wisconsin

Enrollment on the Madison campus in September of 1975 was 37,000 studying 3,614 academic courses in 10 major colleges, schools and divisions. The University of Wisconsin ranks second in the nation in the number of graduate degrees granted annually.

The University of Wisconsin through the University-Industry Research Program provides convenient access for Wisconsin firms to a diversified resource of scientific, engineering, and management knowledge which can be vital to economic progress. Established by the faculty to facilitate cooperation with industry, the program draws upon the stores of information and special competences uniquely available at an educational and research center such as the University of Wisconsin. As an activity of the Graduate School, UIR selects its staff members from pertinent academic departments with regard for their professional experience and interest in industrial areas. Acting as a catalyst, UIR draws upon the total resources of the University to provide effective assistance in industrial growth and development.

The University of Wisconsin through its Management Institute, provides management training programs for business and industry. These programs for top management are designed to provide analyses of, and some solutions to, major industrial and business problems. The programs cover sales, purchasing, organization, wage and salary administration, supervisory, marketing and many more.

Colleges

The Edgewood College campus is located on the shores of Lake Wingra and is a 4-year liberal arts, co-educational, Catholic School, with a present enrollment of 630 students.

The Madison Area Technical College, one of the finest in the country, offers instruction to more than 32,000 persons over the age of 18, who wish to complete an interrupted high school course, secure a better job, or achieve further self-development. The school, comprised mainly of Dane, Columbia, Jefferson, and Sauk Counties, has trade apprentice extension courses and college transfer courses. They also grant two-year associated degrees in liberal studies.

Madison is the home of the Madison Business College, a nationally recognized and accredited school of business, founded in 1856 and with present enrollment of 240 students.

Trades and Miscellaneous Schools

Madison offers advanced education and training from 47 miscellaneous schools including aviation, dancing, electronics, musical, nursing, recreational, and television.

Public and Parochial Schools

The Madison Public school system consists of 33 elementary schools, 11 middle schools and 4 high schools. The parochial school system of Madison consists of 11 grade schools, and 2 high schools. Enrollment in the public schools is 30,982 and 3,130 in the parochial schools as of September 1975.

Medical Facilities

Madison is rapidly becoming one of the foremost Medical Centers in the World. Its 8 hospitals, 3,860 hospital beds, including Veterans Administration Hospital, University Hospital and 500 physicians (85% are specialists) are tangible evidence of the fact. Construction continues on the new center for Health Sciences, leaving the existing complex for expansion of the University's training and research facility. Recent major gains in medical research have been credited to Madison physicians and scientists. Madison has 21 medical clinics and 13 nursing homes (1,421 beds in the nursing homes). There are three major elderly independent living facilities under construction.

Research

Madison is the home of over 95 research and testing laboratories. These are supported by private, state, federal and benevolent foundations' capital. They deal with medical, agricultural, economic, industrial, aviation, engineering, bacteriology, chemistry, physics, marketing, land use, forest products, pharmacy, zoology, highway planning and nuclear energy problems.

US Forest Products Laboratory

Established in 1910, this was the first institution of its kind in the world, and is still the only US Government laboratory engaged in wood research. All uses of wood and wood products are studied, and tests made of glue, paint and many other substances used in connection with wood. Research also is carried on in many phases of aviation and national defense.

Libraries and Museums

The Madison Area Library Council has identified 90 academic libraries, 40 special libraries, 17 public libraries and 33 government libraries in Dane County. These libraries provide an outstanding collection of books, periodicals, government documents, research reports and patent records.

A number of fine museums are located in Madison. The Madison Art Center and the University of Wisconsin Elvehjem Art Center display art works. The State Historical Society operates a Museum of Wisconsin History and there is a GAR Hall in the State Capitol building. The University of Wisconsin Departments of Geology and Biology also prepare exhibits.

Arts and Amusements

Madison has been referred to as the Athens of the Midwest in tribute to its cultural environments. Madison has 13 theaters presenting filmed and live entertainment, including concert artists, ballet, symphonies and both amateur and professional plays.

Dane County Coliseum

This new Coliseum accommodates sporting events, agricultural and livestock exhibits, fairs, circuses, rodeos, industrial displays, ice shows and other types of entertainment. Located at the Dane County Fairgrounds, the Coliseum is circular in design with a diameter of 312 feet and a seating capacity of 10,175 persons. It is the home of the World Food Exposition.

Agriculture

Close to one-sixth of all the farms in Wisconsin are located in the Madison trade area. Diversified farming contributes greatly to Madison's stability and continued prosperity. Dane County is ranked among the top ten counties in the nation in value of farm products, and it leads the state in gross farm income with a total of over $80,000,000. Leading products are alfalfa, cattle, corn, dairy products, eggs, hogs, oats, tobacco, and wheat.

Communications, Organizations and Recreation

TELEPHONE UTILITY COMPANY: Wisconsin Telephone Company

Research capacity of central office: Adequate, continuously studying and expanding, building new offices.

Number of subscribers: 85,941

Number of phones in use: 182,695

Type of system: Four step-by-step dial offices, 1 cross-bar offices, E.S.S. electronics office.

Capacity is geared to keep pace with current growth rates.

December, 1975

Local Newspapers: 2 Daily
1 Sunday
Circulation area: Southwestern Wisconsin
Circulation: Wisconsin State Journal - Daily: 75,102
Sunday: 119,076
Capital Times: 43,076

Radio Stations: 5 AM stations - 5,000 to 10,000 watts
5 FM stations - 10,000 to 50,000 watts
Area covered:
Southern Wisconsin, northern Illinois

TV Stations: 4 stations — WKOW-TV - Channel 27 (ABC); WISC-TV - Channel 3 (CBS); WMTV - Channel 15 (NBC); and WHA-TV - Channel 21 (U of W)
Area covered: Southern Wisconsin
Cable Television is available throughout the city.

Churches: 140 representing 43 denominations.

Service Clubs: 29 Men's Service Clubs, 32 Women's Clubs.

Special Clubs or Groups: 500, not including church groups.

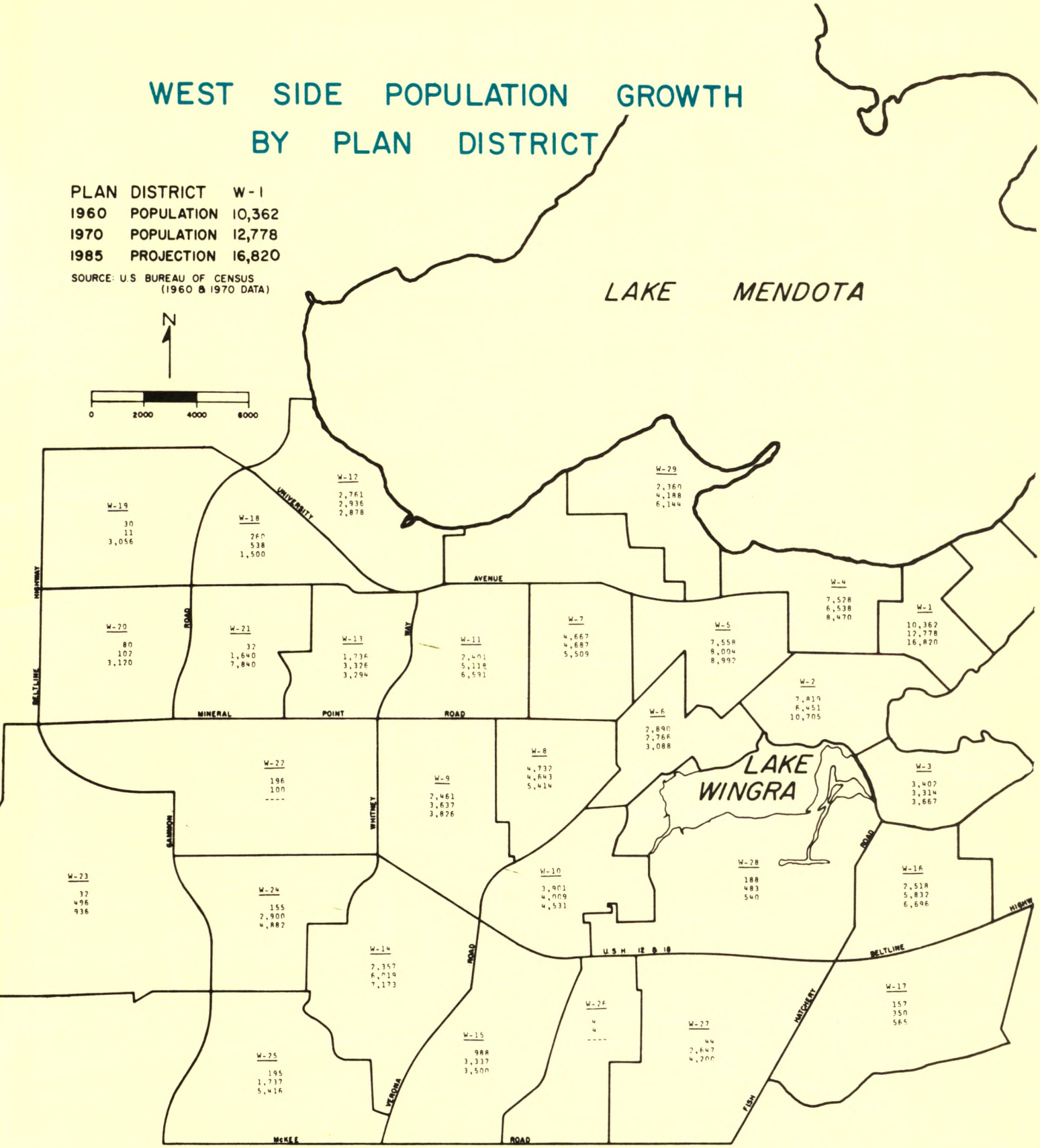
Recreation: The School-Community Recreation Department of the City of Madison has received the Grand Award of the Sports Foundations, Inc., for excellence in the field of community recreation. Madison was rated No. 1 in the country among cities in the 100,000-250,000 population.

Madison received Awards of Merit in 1967 and 1968; in 1969 was one of four finalists in the judging. In addition to honoring recreation and park departments, the Foundation also honors industrial concerns which make outstanding achievements in water pollution control.

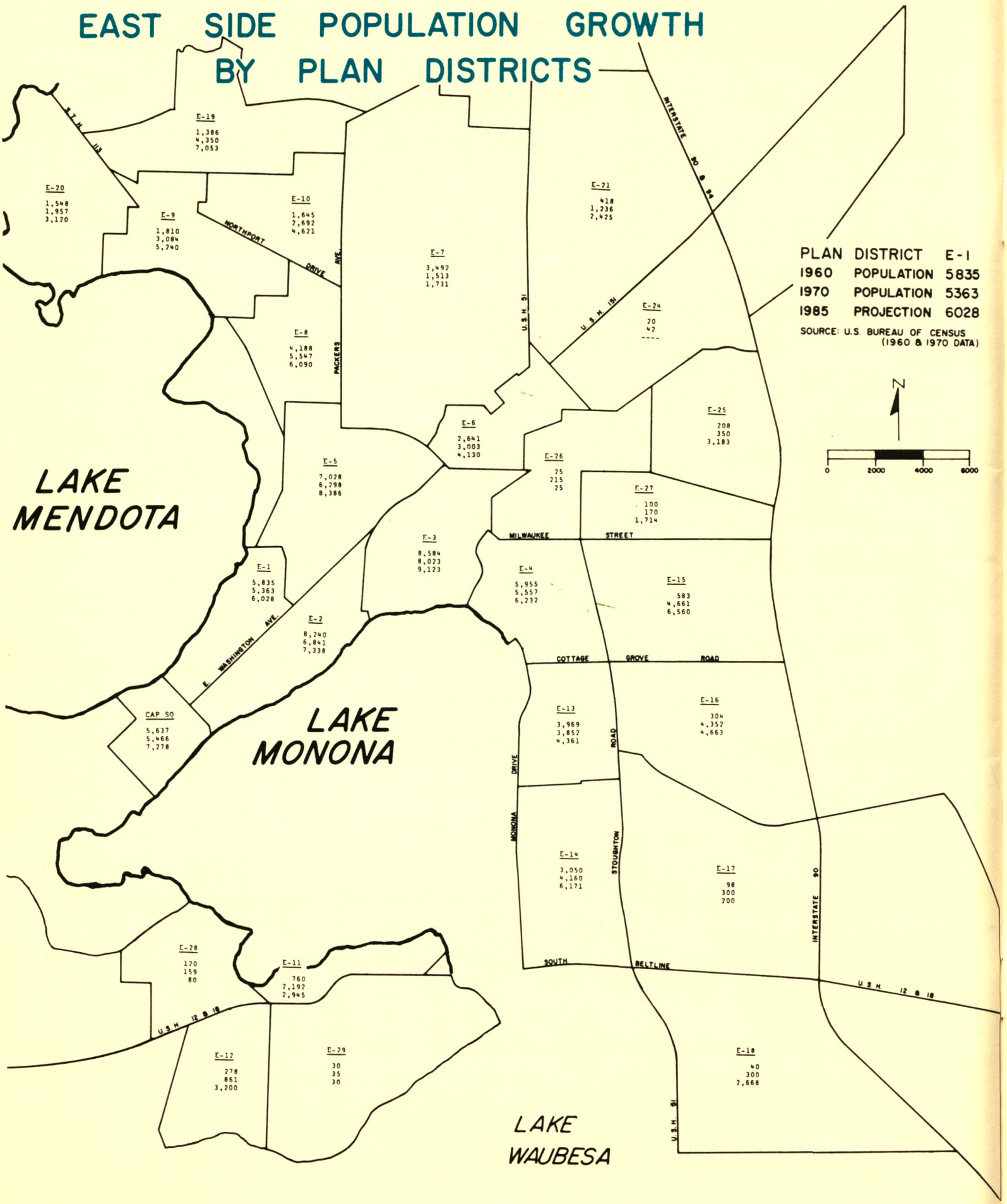
Madison boasts over 3,600 acres of parklands and 18,000 acres of lake surface in its immediate area. There are 9 golf courses in the Madison area, 50 supervised playgrounds, 17 neighborhood parks, 12 sub-community parks, 6 playfields (2 lighted baseball and football fields), 6 conservation areas, 14 beaches, 56 ice skating rinks, 11 boat launching sites, 2 toboggan runs, a ski jump and a zoo.

December, 1975

WEST SIDE POPULATION GROWTH BY PLAN DISTRICT



EAST SIDE POPULATION GROWTH BY PLAN DISTRICTS



Notes

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